

Ryan Caspian

Product Strategy & Human-Centered Design

Summary

A senior creative and design technologist with a decade of experience building and scaling consumer hardware, logistics, services, mobile, and web products for industry leaders like Amazon and Riot Games. Combines deep expertise in systems thinking, 0-1 product development, and customer research with academic roots in front-end engineering to lead cross-functional strategy for complex digital ecosystems.

Competencies

Product Leadership • Strategy Development • System Architecture • User Experience & Interface • Customer Research • Web & Mobile Development • Cursor & Claude • Figma

Experience

Product Design Lead — Riot Games (2023 – 2026)

- Responsible for UX vision across all verticals of customer-facing digital Esports products; defined the experience bar for best-in-class Esports web and mobile viewership.
- Conceptualized, pitched, planned, evaluated, executed, and slotted several projects into the Product roadmap, including a foundational fandom and channel strategy, new-to-world live video experiences, and the core system architecture for business-critical web experiences.
- Repositioned organizational thinking and priorities around Riot's unique ownership of games, broadcast feeds, video storage, and viewing platforms; connected previously siloed teams and stakeholders outside of Esports org into a single cohesive unit.
- Executed team resourcing changes to better-align contributors with the organization's most critical goals. Mentored UX, Visual Designers, and Graduate Design Students.

User Experience Designer — Amazon Glow (2019 – 2023)

- Designed, evaluated, and launched core video calling and app browsing experiences on a new-to-world hardware device for kids, and the companion mobile app, enabling simultaneous video calling and play.
- Developed the research and foundational strategy for new creative and music activities.
- Built collaborative working relationships with 3rd-party app creators, integrating unique app experiences into the hardware product; drove collaboration between visual, motion, and sound design contributors.

User Experience Designer — Alexa Connect Kit (2018 – 2019)

- Owned and executed design strategy and vision-building for a new-to-world website through customer research, mental modeling, journey mapping, and concept creation.
- Delivered web solutions that enabled large-scale 3rd-party brands and manufacturers to build, integrate, launch, and manage their hardware products with Alexa.

Human-Centered Designer — Amazon Flex (2016 – 2018)

- Designed and launched ten mobile features (iOS and Android) significantly impacting delivery success at single family homes, apartments, gated communities, Amazon Lockers, and new modes of delivery (in-vehicle, in-home, photo upon delivery, and age verification).
- Delivered solutions that reduced delivery completion time at apartments and gated communities by 20% and incomplete delivery instances by 56%, as well as a 10% reduction in support calls worldwide.
- Led the invention of a navigational design patent (#D857719) built to make it easier for drivers to gauge their in-vehicle distance from an upcoming turn.
- Designed and delivered the first iteration of a design system, enabling Design and Engineering partners to create consistent and efficient solutions. Worked alongside iOS and Android partners to implement.

Education

B.S. Information Technology — Rochester Institute of Technology (2011 - 2015)

Minor in Software Engineering — Focus in Web & Mobile Development